



(19)

(11) Publication number: **05176306 A**

Generated Document.

**PATENT ABSTRACTS OF JAPAN**(21) Application number: **03341122**(51) Intl. Cl.: **H04N 7/08** H04M 1/27 H04N 5/44 H04N 5/445(22) Application date: **24.12.91**

(30) Priority:

(43) Date of application publication: **13.07.93**

(84) Designated contracting states:

(71) Applicant: **TOSHIBA CORP**  
**TOSHIBA AVE CORP**(72) Inventor: **MORIKAWA TAKEO**  
**OMURA HISASHI**  
**WATABE KEIICHI**

(74) Representative:

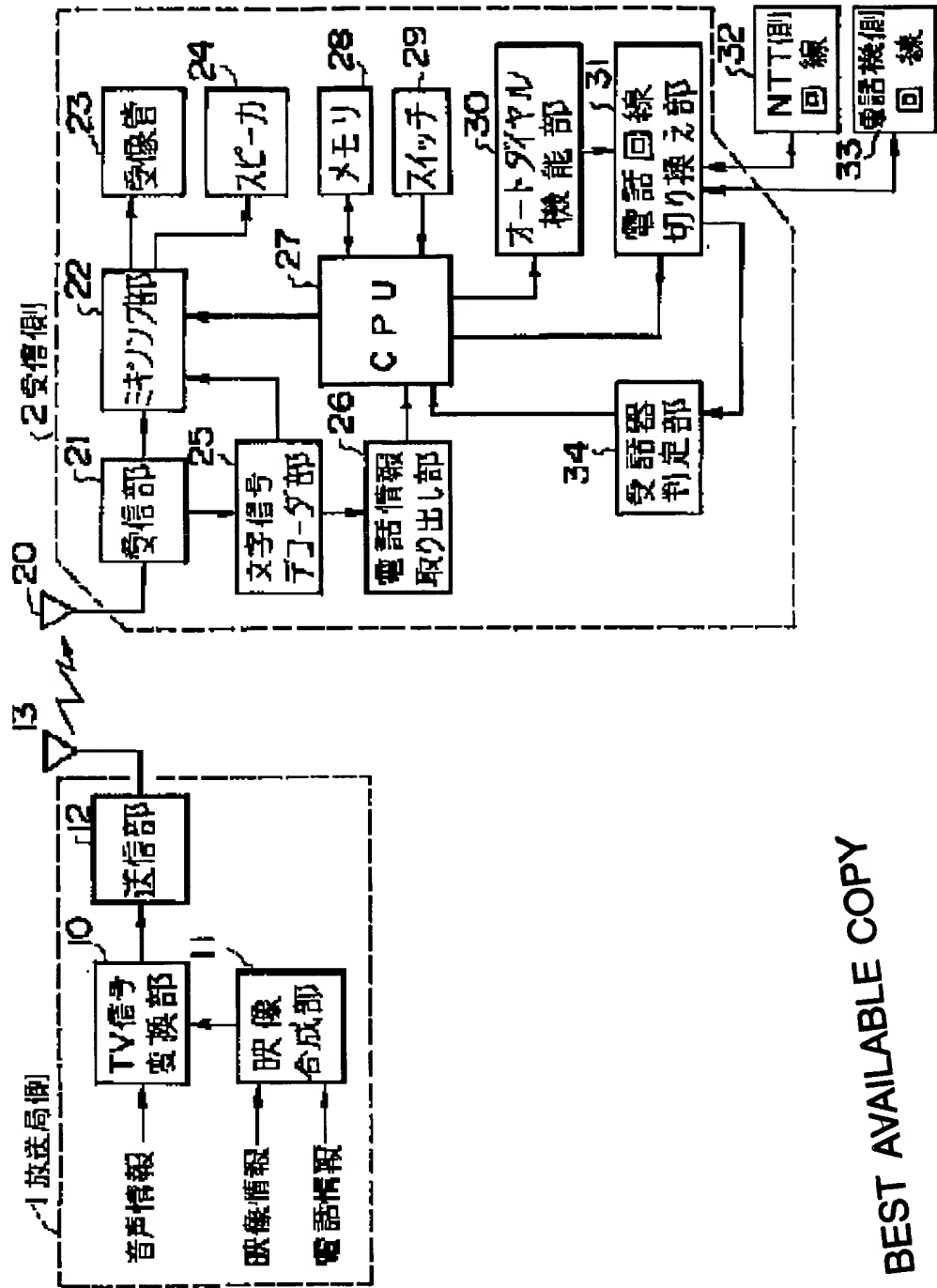
**(54) TRANSMITTING  
EQUIPMENT AND  
RECEIVING EQUIPMENT  
FOR TELEVISION SIGNAL**

(57) Abstract:

**PURPOSE:** To obtain an autodialing control device for automatically executing dialing operation of a telephone set by means of a telephone number displayed on a TV program.

**CONSTITUTION:** Telephone information is superposed during the vertical blanking interval of a TV signal and transmitted by/from a broadcasting station side 1. A telephone information extracting part 26 on the receiving side 2 extracts the telephone information, a memory 28 stores the information when it is effective information, and when a viewer turns on a switch 29, a telephone line switching part 31 is connected to an NTT side line 32. At the time of dialing the telephone number stored in the memory 28, a correct and quick calling can be attained.

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